

# PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

|                                                                                      |                                     |                |
|--------------------------------------------------------------------------------------|-------------------------------------|----------------|
| SUBMISSION TYPE:                                                                     | NEW ASSIGNMENT                      |                |
| NATURE OF CONVEYANCE:                                                                | ASSIGNMENT                          |                |
| CONVEYING PARTY DATA                                                                 |                                     |                |
| Name                                                                                 |                                     | Execution Date |
| Matthew Scott Malden                                                                 |                                     | 12/23/2008     |
| John Ludwig Coker                                                                    |                                     | 12/23/2008     |
| RECEIVING PARTY DATA                                                                 |                                     |                |
| Name:                                                                                | Yield Software, Inc.                |                |
| Street Address:                                                                      | 1700 South Amphlett Boulevard, #202 |                |
| City:                                                                                | San Mateo                           |                |
| State/Country:                                                                       | CALIFORNIA                          |                |
| Postal Code:                                                                         | 94402                               |                |
| PROPERTY NUMBERS Total: 1                                                            |                                     |                |
| Property Type                                                                        | Number                              |                |
| Application Number:                                                                  | 12346589                            |                |
| CORRESPONDENCE DATA                                                                  |                                     |                |
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| ATTORNEY DOCKET NUMBER:                                                              | 114073-200200/US                    |                |
| NAME OF SUBMITTER:                                                                   | James W. Soong                      |                |
| Total Attachments: 1                                                                 |                                     |                |
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REEL: 022041 FRAME: 0768



## ASSIGNMENT

In consideration of the premises, the undersigned, **Matthew Scott MALDEN** and **John Ludwig COKER** HEREBY SELL(S), ASSIGN(S) AND TRANSFER(S) TO:

**Yield Software, Inc.**, incorporated in state of Delaware of the United States of America, whose mailing address is **1700 South Amphlett Boulevard, #202, San Mateo, California 94402** (hereinafter called "ASSIGNEE") the entire right, title and interest in and to the invention entitled **Method and System for Negative Keyword Recommendations**, including any and all Letters Patents of the United States which may be granted thereon and any and all continuations, divisions, extensions, renewals, substitutes, and reissues of said applications and patents, and the right to all benefits under all international conventions for the protection of industrial property and applications for said improvements.

It is hereby authorized and requested that the Commissioner of patents issue any and all of said Letters Patent, when granted, to said ASSIGNEE, its assigns or its successors in the interest or its designee.

Upon said consideration, it is further agreed that, when requested, without charge to but at the expense of said ASSIGNEE, the undersigned will execute all divisional, continuing, substitute, renewal, and reissue patent applications, execute all rightful other papers; and generally do everything possible which said ASSIGNEE shall consider desirable for aiding in securing and maintaining patent protection as provided herein.

|                                                                    |                                                                                                             |                         |
|--------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|-------------------------|
| Full name of sole or first inventor<br><b>Matthew Scott MALDEN</b> | Inventor's signature<br>  | Date<br><b>12/23/08</b> |
| Full name of second inventor<br><b>John Ludwig COKER</b>           | Inventor's signature<br> | Date<br><b>12/23/08</b> |